



Trikuta

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Shri Mata Vaishno Devi Shrine Board

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LG Manoj Sinha inaugurates Rs 5.13 crore hi-tech multi-purpose video wall facility enroute SMVD Shrine

Lieutenant Governor, Manoj Sinha, who is also the Chairman of Shri Mata Vaishno Devi Shrine Board, on October 13 inaugurated hi-tech Multipurpose Video Walls installed at prominent locations en-route Shri Mata Vaishno Devi Shrine, at a cost of Rs. 5.13 crore, with assistance from the Ministry of Culture, Government of India.



Lt Governor, Sh. Manoj Sinha inaugurates hi-tech multi-purpose video wall facility enroute SMVD Shrine

The Lt Governor also visited the holy shrine on the auspicious occasion of Durga Ashtami and paid obeisance at the sanctum sanctorum. He observed that



the installation of hi-tech multipurpose video walls on the track will enable dissemination of real-time information to the pilgrims with regard to the yatra, and also add to the aesthetics of various locations on the track. The live telecast would be the main attraction to the pilgrims. It will also showcase the awareness about various initiatives commenced by the Shrine Board.

The project, to be accomplished in two phases includes installation of six large outdoor video walls at prominent locations and 20 Indoor LED screens at major establishments of the Shrine Board during the second phase.

This project facilitates the pilgrims by way of Live Atka Arti, Mata Ki Kahani (Stage Play), and Live Darshans on their way to Bhawan. Moreover, also provides advisory/display features (24X7) regarding Disaster Prone Locations on the track during rainy season and otherwise, besides, providing information of missing persons or items, and early warnings of weather forecast. It also provides general information to the visiting pilgrims such as medical & ambulance facilities, accommodation & catering arrangements, water & toilet locations, general announcements, assistance information, dos and don'ts, etc.

CEO SMVDSB Reviews Arrangements for ensuing Navratras

Mr. Ramesh Kumar, Chief Executive Officer, Shrine Board Shri Mata Vaishno Devi Shrine Board reviewed arrangements for the facilitation of pilgrims expected to visit the holy cave shrine of Mata Vaishno Devi ji during Sharada Navratras. Besides, he also took stock of Protection and Rejuvenation of Banganga.



CEO SMVDSB Reviews Arrangements for ensuing Navratras; Takes stock of Banganga Rejuvenation

CEO, visited the track and reviewed on the spot arrangements. He launched Special Sanitation Drive on track, along the hill slopes, near the holy Banganga river. He also inspected all the Bathing Ghats located on the Banganga rivulet and instructed for completing its desilting and renovation. He reiterated his directions for making maximum use of pilgrim friendly technological interventions to promote protection of the environment and ensuring sanitation and perfect cleanliness in the Shrine area. The CEO also stressed on making the track plastic and polythene free and proposed use of biodegradable corn starch based polythene as a possible substitute for environmental preservation.

He also took stock of the arrangements at Yatra Registration Counters at Katra, Darshani Deodi, Banganga, Adhkuwari, Tarakote Marg and at other locations enroute Katra to Bhawan.

Devotees pay obeisance at Shri Mata Vaishno Devi Shrine on first Navratra; Shat Chandi Maha Yagya commences at Shrine, Vedic hymns fill air

The nine-day long Navratri festival at Shri Mata Vaishno Devi Shrine began on October 7th with the commencement of Navratras Shat Chandi Maha Yagya and chanting of Vedic hymns along with other rituals organised by the Shrine Board amid tight security and strict Covid guidelines. Pilgrims paid obeisance at the Sanctum Sanctorum on the first day of Navratras.



Flower decoration at Atka area of Shri Mata Vaishno Devi Shrine on first Navratra at Bhawan



“Shat Chandi Mahayagya”, organised by the Board at the Shrine, commenced on first Navratras amid chanting of Vedic mantras. The Maha Yagya was also telecasted on Shraddha MH One channel from 12.30 p.m. to 1.30 p.m. daily during Navratras. The Maha Yagya, performed at the Holy Cave Shrine during Navratras for peace and prosperity, concluded with Purna Ahuti on Mahanavami.

K. K. Sharma, Member Shrine Board; Ramesh Kumar, CEO of the Board; Naresh Kumar, SDM Bhawan; other senior officers of Board and a large number of pilgrims were present on the occasion. Like in the past, Board has made elaborate arrangements to facilitate much larger number of pilgrims who are likely to visit Shri Mata Vaishno Devi Ji Shrine during Navratras. These arrangements include round the clock water and power supply, sanitation and cleanliness, medicare and availability of special “fast related” food at the catering outlets of the Shrine Board. Like in the past, the ‘Bhawan’ of Shri Mata Vaishno Devi Ji, ‘Atka’ and the area surrounding it have been profusely decorated with flowers. Also, as was done in the last year’s Shardiya Navratras, this year’s other special features of arrangements included bhajan and bhaint performances during Morning and Evening Atka Aarti by the renowned artists.



Flower decoration of Shri Mata Vaishno Devi Shrine on first Navratra at Bhawan

He also informed that the play ‘Mata ki Kahani’ would be presented by Natrang Theatre Group in the Auditorium of Spiritual Growth Centre at Katra with a limited audience. The show will also be telecast at different locations through LED screens to avoid large gatherings at a single place and to ensure that a greater

number of people can witness the performance in their own personal space. He underscored that all the activities have been planned to keep in view the pandemic. Many events have been redesigned to minimize public gatherings.

Shat Chandi Maha Yagya culminates at Shri Mata Vaishno Devi Shrine

Shat Chandi Maha Yagya organised by Shri Mata Vaishno Devi Shrine Board at the Holy Shrine of Shri Mata Vaishno Devi Ji during Navratras for universal peace, harmony, prosperity and health of humanity, concluded with Purna Ahuti, on the auspicious occasion of Ramanavami on October 14.

Mr. Ramesh Kumar, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board; other officers and staff of the Shrine Board, besides pilgrims participated in Purna Ahuti and other religious ceremonies performed amidst Vedic Mantras on the occasion. The Shat Chandi Maha Yagya also telecasted live from 12.30 p.m. to 1.30 p.m. daily during these Navratras.



Shat Chandi Maha Yagya culminates at Shri Mata Vaishno Devi Shrine

SMVDSB adopts project ‘BHOG’ under Eat Right Initiative; Chairperson FSSAI visits SMVD Shrine

Chairperson Food Safety and Standards Authority of India (FSSAI), Rita Teotia stressed the need for implementation of Blissful Hygienic Offering to God (BHOG) project of FSSAI in and around the Holy Shrine of Shri Mata Vaishno Devi Ji on October 23. The Chairperson while appreciating the efforts already in place in the Shrine Board underscored that there is always a scope for improvement as the change is constant.



Implementation of BHOG would help to ensure that safe and wholesome parasad/ food is received by the devotees alongwith the blessing of Goddess. The Chairperson, FSSAI observed that the training of food handlers and stakeholders in and around the premises of the place of worship would be an integral part of the BHOG initiative. For this purpose she directed the concerned officers of Food & Drugs Administration, J&K UT to put in their best efforts for implementation of project BHOG in and around Shri Mata Vaishno Devi Shrine. The Chairperson, FSSAI said that a necessary audit for gap assessment would be conducted in near future to design the different components for carrying out training programs in a phased manner. She assured all possible assistance from the Food Safety and Standards Authority of India in delivering hygienic food to the visiting pilgrims.



SMVDSB adopts project 'BHOG' under Eat Right Initiative; Chairperson FSSAI visits SMVD Shrine

Mr. Ramesh Kumar, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board (SMVDSB) gave a detailed presentation about the various Catering facilities being provided by the Shrine Board for the pilgrims all along the track leading to the Holy Shrine, Katra and Jammu. Others accompanied the Chairperson were Commissioner, Food & Drugs Administration, J&K, Shakeel UI Rehman; Head RCD, FSSAI, R. K Mittal; Dy. Commissioner, Food Safety, Sanjeev Kumar; Dy. Chief Executive Officer, SMVDSB, Dr. J. C. Mehra, and other officers of Food Safety and Shrine Board.

SMVD established a Sale Outlet at JK House, New Delhi

Shri Mata Vaishno Devi Shrine Board, Katra has established a sale outlet at J&K

Guest House, 5-Prithvi Raj Road, New Delhi for the sale of Gold Medallions of 2gm, 5gm and 10gm and Silver Coins of 5gm, 10gm and 20gm denominations. The outlet has been established for convenience of the devotees of Mata Vaishno Devi Ji on the eve of Dhanteras and Diwali. The sale outlet shall remain functional upto 05th November, 2021.

The Chief Executive Officer, SMVDSB, Ramesh Kumar also informed that besides Silver Coins and Gold Medallions, Mata Ka Parasad has also been made available at the Sale Counter. Pertinently, the newly launched Silver coin of 20gm also made available for sale at the sale counter.

SMVD College of Nursing holds 41st GB meeting

The 41st meeting of the Governing Body of Shri Mata Vaishno Devi College of Nursing (SMVDCoN), Kakryal, was held on November 16. The meeting chaired by Maj Gen S K Sharma (Retd), Chairman, SMVDCoN, Governing Body and Member Shrine Board; was attended by Ramesh Kumar, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board; Dr V Verma, Dean, SMVDU; Dr Sunil Sharma, Joint CEO of Shrine Board and Administrator of SMVDCoN, and; Dr Shailla Cannie, Principal SMVDCoN.



Governing Body meeting of SMVD College of Nursing

During meeting appraisals of the functioning of the College and way forward for developing this institution as a centre of excellence for providing top quality nursing education to the students were deliberated. The GB observed that COVID-19 pandemic has re-affirmed the importance of an adequate number of qualified and skilled human resources in health. Keeping in view the heightened demand



for medical professionals, a proposal for enhancement of seats from 60 to 80 for B.Sc (Nursing) programme was placed before the GB. While taking a holistic view, it was decided that the same shall be done in a phased manner after taking comprehensive review of all aspects. Besides, the GB took stock of the construction of additional infrastructure and faculty required for upgradation.

The meeting also reviewed the pace of construction of the link road to the various buildings planned for the college and other infrastructure and expressed satisfaction. The GB was informed that the infrastructure will come up as per the envisaged timelines in sync with the emerging requirements.

The GB while reviewing the progress on 100% placement of passed out students being undertaken by the Placement Cell of the SMVDCoN showed their satisfaction and reiterated to continue a robust mechanism of campus placement so that maximum number of students of the college find job placements in the renowned health institutions within and outside the country. The GB also underscored the need for completing all the required pre-placement activities in future strictly as per the envisaged timelines.

Other matters that came up for discussion in the meeting included the community programs / community-based study projects by the SMVDCoN students included Immunization Day, International Nursing Day, National Nutrition Day and World Heart Day etc. The meeting ended with the vote of thanks to the chair.

Two day CNE programme commences at SMVD College of Nursing Kakryal

The 2-day Continuing Nursing Education (CNE)-III Programme on the theme 'Holistic Approaches to Mental Health' organized by Shri Mata Vaishno Devi College of Nursing (SMVDCoN), Kakryal, commenced on November 25.

In all, 40 participants from various Nursing Colleges and Hospitals participated in the CNE programme, accredited by J&K Nursing Council and it comprises of seven

credit hours. The main objective of the programme was to promote research in all fields of nursing and encourage academic interaction of the faculty and students at the national and international levels.

Maj. Gen. S. K. Sharma, AVSM (Retd.), Member, Shri Mata Vaishno Devi Shrine Board and Chairman, Governing Body of SMVDCoN, who was the Chief Guest, spoke on the occasion and emphasised the very high importance of the CNE programmes. He added that such programmes are an integral part of nursing education and help in a big way in keeping pace with and updating the knowledge vis-à-vis the new trends in the field of nursing. He also lauded the Nursing College for continuously organising the CNE programme for the third time as also conducting various awareness programmes during the pandemic.



2-day CNE programme commences at SMVD College of Nursing Kakryal

Mr. Ramesh Kumar, Chief Executive Officers, Shri Mata Vaishno Devi Shrine Board, while addressing the inaugural session of the CNE Programme, said that SMVDCoN is among one of the best nursing colleges having state-of-the art facilities and is emerging as centre of excellence in the nursing education and research. He said that hundred percent students of passed out two batches of this college have got placement in the leading health institutions in the country.

Dr. Sunil Sharma, Joint CEO of the Shrine Board and Administrator of SMVDCoN, speaking on the occasion said that the awareness programmes on various health issues need to be organised more often for the benefit of the society at large.

Dr. Shailla Cannie, Principal of SMVDCoN, in her welcome address, spoke



about the aims and objectives of organising the CNE and gave details about the experts and other participants of the programme.

The invited expert speakers and resource persons at the CNE programme included Dr. Shailla Cannie, Principal SMVDCoN, Dr. Pushpendra Kumar, Principal, BGSB Jammu Wing, Dr. Rajesh Kumar, Associate Professor, AIIMS, College of Nursing, Rishikesh, Mrs. Parm Sran, RN, Mental Health Nurse, Life-Wellness & Relationship Coach, Author & Motivational Speaker (Ontario, Canada), Sensei Sandeep Desai, Master of Tai Chi, Yoga and Martial Arts, Mumbai, Ms. Pushpa Oraon, Associate Professor, SMVDCoN, Mr. Johnny Kutty Joseph, Assistant Professor, SMVDCoN.

SMVDSB initiates work on Banganga rejuvenation and beautification of track

With an aim to rejuvenate the Banganga rivulet and improve the ecology and aesthetics of the area, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board (SMVDSB), Ramesh Kumar on November 15 reviewed the ongoing Civil and Sanitation works at Banganga



SMVDSB initiates work on Banganga rejuvenation and beautification of track

CEO visited Bathing Ghats located on the Banganga rivulet and assessed the work executed so far regarding desilting and renovation of Bathing Ghats. It started last month on a mission mode for removal of waste in a phased manner generated from nearby localities which is the cause of pollution. Earlier, a plan has also been initiated for construction of drainage as the area is lacking the sewer network system with interceptor chambers to divert polluted water.

He remarked that Banganga river rejuvenation is a very important focus area for us as a stakeholder and we would like to put in a system that works. The solution is to bring in community participation with the Shrine Board acting as facilitator, the CEO said.

He laid emphasis on holistic approach for rejuvenation of Banganga river, wherein water management and environment management are taken together for implementation to restore the lost ecology of the polluted stretches of the river. CEO also inspected the Vatika/ theme garden area adjoining to the river and directed to carry out necessary renovation works including removing of wild plants and shrubs. He also stressed the need to develop environment friendly and attractive pilgrimage promoting a message of environmental care as a religious responsibility.

FSSAI certifies SMVDSB under BHOG; Langar gets “Five Star” in Hygiene Rating

Shri Mata Vaishno Devi Shrine Board becomes the first place of worship in the UT of Jammu and Kashmir to get food safety license as part of BHOG –Blissful Hygienic Offering to God, which aims at maintaining food safety and hygiene at worship places, mandated by the Food Safety and Standards Authority of India (FSSAI).

The food safety department has started implementing BHOG to ensure that safe and wholesome parsad/ food is received by the devotees alongwith the blessing of Goddess in and around Shri Mata Vaishno Devi Ji Shrine.

Shrine Board registered under BHOG (Blissful Hygienic Offering to God) in the month of October and thereafter the officials of Food Safety Department carried out pre and post audits as a part of an initiative to issue BHOG certification of the Food Safety and Standards Authority of India to ensure hygiene and safety of ‘prasad’ and other food items served to devotees.

As part of the pre and post audit, inspections were carried out at various Catering outlets of Shrine Board, Langar Kitchens and halls enroute track to Holy Shrine. The team also inspected the cooking process, storage



and quality of food products. Cleanliness of the kitchens and vessels, standard of food products and water used for cooking were among the important aspects studied during the pre and post audit. Besides, cleaning, waste and sewage disposal systems were also checked.



FSSAI certifies SMVDSB under BHOG; Langar verifies "Five Star" in Hygiene Rating

In the Shrine, catering units are being maintaining the storage rooms clean and free from rodents and cobwebs. Food products are being stored in containers with lids and the packed items are being checked of packing and expiry date. In addition, all food handlers are required to be medically certified for free from communicable diseases.

The facilities and processes adopted during audit at various locations of Shri Mata Vaishno Devi Shrine Board were found to be good by and large on basis of which BHOG certification and star ratings issued by the FSSAI based on the pre and post audits. Noteworthy that the Langar at Tarakote Marg is verified "Five Star" in Hygiene rating.

Mr. Ramesh Kumar, Chief Executive Officer, SMVDSB has congratulated all officers and officials in general and Catering staff in particular for attaining certification from FSSAI by extending their full cooperation in the whole exercise. He also impressed upon them to work with utmost zeal and dedication for providing continuously improving facilities to the pilgrims visiting the Holy Cave Shrine of Shri Mata Vaishno Devi Ji.

SMVDSB employee felicitated for outstanding devotion to duty

Mr. Ramesh Kumar, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board, has issued Letter of appreciation to Sh. Ajit Kumar, Sr. Attendant posted at Banganga. Sector for displaying outstanding devotion, honesty and sincerity towards his duty and acting in righteous manner.



Employee felicitated for outstanding devotion to duty

Ajit Kumar found a bag having considerable money near Medical Unit, Pushpanjali which he deposited in the office of Manager, Banganga. The CEO appreciated the honesty and integrity of the Shrine Board employee and rewarded him with a Certificate of appreciation in the presence of Joint CEO, DDM (HRD) and Manager, Banganga. In the past also such achievements of the employees have been duly recognised by the Board and also reflected in the service record.

SMVDSB Sportspersons Excels in various Sports Events

Four Judokas trained at Shri Mata Vaishno Devi's Sports Complex have been selected for Cadet and Sub-Junior All India Judo Championship at Chandigarh w.e.f. 06.11.2021 to 14.11.2021. All had recently won gold in the UT Level Judo championship organised by the Jammu and Kashmir Judo Association at Bhagwati Nagar, Indoor Sports Complex on 30.10.2021.

Further, in another event, Athletes of SMVDSB, Katra came-up with flying colours in J&K UT Masters Athletics Annual Championship 2020-21 held at MA Stadium, Jammu on 31st October, 2021 organized by J&K



Masters Athletic Association. The team won three Gold, two Silver and one Bronze medal in various events. Among Athletes from SMVDSB Rishi Kumar Choudhary bagged Gold in 5000 mtr whereas Abhishek Sharma bagged Gold in 800 mtr and Silver in 5000 mtr in the age category of 40+ and ranked overall 1st among all the categories in 800 mtr event. Besides, Sandeep Sharma bagged silver and Sumeet Sharma bagged bronze in 800 mtr and participated in 10,000 mtr alongwith Rajat Magotra.



SMVDSB Sportspersons Excels in various Sports Events

All the medal winners have qualified for Masters Athletics Annual Championship scheduled on 27th November, 2021 at Varanasi, UP.

Saina Nehwal visits SMVD Sports Complex interacts with the Sportspersons

The star badminton player Saina Nehwal after offering special prayers alongwith her family at holy cave Shrine of Shri Mata Vaishno Devi Ji on November 14 visited SMVD Sports Complex located at the base camp Katra. She was welcomed at the Sports Complex by Sh. Ramesh Kumar, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board.

Saina Nehwal visit to Shri Mata Vaishno Devi Sports Complex not only motivated girls but also inspired budding players to achieve new feats in the field of sports.

Chief Executive Officer, SMVDSB while applauding her accomplishments remarked that she is a role model to everyone as “Her hard work has taken her to great heights”.



Saina Nehwal visits SMVD Sports Complex interacts with the Sportspersons

Prominent among those present included Dr Sunil Sharma, Joint Chief Executive Officer, SMVDSB; Rakesh Kumar, Paralympic Archer; Coaches and Players from many disciplines.

64th National Rifle Shooting championship

Six Shooters of Shri Mata Vaishno Devi Shrine Board's Sports Complex had participated in 64th National Rifle shooting championship held at Bhopal in 10 meters events from November 25 to December 10. The championship was organized jointly under the aegis of the Department of Sports and Youth Welfare and the National Rifle Association of India. They included Shubhashish Padha, Sagar Gupta, Arun Sharma, Raveena Jangid, Sharuti Sharma and Pragya Verma. Out of 06, 04 shooters qualified for squad trials.



64th National Rifle Shooting championship

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